

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	:
	: Group Art Unit: 3623
Mathew George Majikes <i>et al.</i>	:
	: Examiner Robert D. Rines
<b>Appln. No.: 09/986,354</b>	:
	: Confirmation No.: 5302
Filed: November 8, 2001	:
	:
For: System and Method for Personalizing and	:
Delivering Insurance-Related Content to	:
User	:

Mail Stop: AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action dated October 7, 2010, please consider the following amendments and remarks regarding the above-identified patent application.

**Amendments to the Claims** begin on page 2 of this Amendment.

**Remarks/Arguments** begin on page 9 of this Amendment.